



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 4

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 404330	Contract Dt 11-01-2012	Revision Dt	Rev# 0	Advertiser PA DEMO PARTY/CASEY FOR SENATE	Brand PA DEMOCRATIC PARTY/CASEY FOR SENATI	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247665	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 11-02-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247665					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	11-02-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30					2			2	650	2	1,300.00
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30	2	2						4	650	4	2,600.00
3	11-02-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30					4			4	1,500	4	6,000.00
4	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	4	3						7	1,500	7	10,500.00
5	11-02-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30					2			2	1,500	2	3,000.00
6	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30	2	2						4	1,500	4	6,000.00
7	11-02-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30					1			1	1,600	1	1,600.00
8	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30	2							2	1,600	2	3,200.00
9	11-02-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30					1			1	1,700	1	1,700.00
10	11-05-2012	11-06-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	1	1						2	1,700	2	3,400.00
11	11-02-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30					2			2	1,600	2	3,200.00
12	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30	1							1	1,600	1	1,600.00
13	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	30	1	1						2	2,000	2	4,000.00
14	11-02-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30					1			1	800	1	800.00
15	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	1							1	800	1	800.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
404330	11-01-2012		0	PA DEMO PARTY/CASEY FOR SENATE	PA DEMOCRATIC PARTY/CASEY FOR SENATI	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title							
			247665	PHILADELPHIA	A. CLIFFORD	11-02-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247665							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	8	30						1	1	2	1,200	2	2,400.00
17	11-02-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	30					1			1	3,400	1	3,400.00
18	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,400	1	3,400.00
19	11-02-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30					2			2	2,200	2	4,400.00
20	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	2							2	2,200	2	4,400.00
21	11-02-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30					1			1	3,600	1	3,600.00
22	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	30	1							1	3,600	1	3,600.00
23	11-02-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	8	30					1			1	3,600	1	3,600.00
24	11-05-2012	11-05-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	8	30	1							1	3,600	1	3,600.00
25	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	1							1	10,000	1	10,000.00
26	11-05-2012	11-05-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	9	30	1							1	6,500	1	6,500.00
27	11-02-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30					1			1	1,000	1	1,000.00
28	11-05-2012	11-05-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	1							1	1,000	1	1,000.00
29	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							1	1	650	1	650.00
30	11-04-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30							2	2	500	2	1,000.00

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Agency Est#				CMS # 247665		Sales Office PHILADELPHIA		Account Executive A. CLIFFORD		Start Date 11-02-2012		End Date 11-06-2012		Billing M (Broadcast Month, Cycle 1)				Package N	Contract Title 247665				
Line	Start Date	End Date	Time Period		Description						RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	11-03-2012	11-04-2012	08:00AM - 09:00AM		WEEKEND SA-SU GMA (6911)						8	30						1	1	2	1,400	2	2,800.00
32	11-03-2012	11-03-2012	09:00AM - 10:00AM		WEEKEND NWS 9-10A SA (10928)						8	30						2		2	1,000	2	2,000.00
33	11-04-2012	11-04-2012	09:00PM - 10:00PM		PRIME SU9 (7050)						9	30							1	1	10,000	1	10,000.00
34	11-02-2012	11-04-2012	11:00PM - 11:35PM		LATE NEWS MO-SU (6969)						9	30					1	1	1	3	3,200	3	9,600.00
35	11-05-2012	11-05-2012	11:00PM - 11:35PM		LATE NEWS MO-SU (6969)						9	30	1							1	3,200	1	3,200.00
36	11-04-2012	11-04-2012	09:00AM - 10:00AM		WEEKEND NWS 9-1030A SU (7057)						9	30							1	1	650	1	650.00
37	11-02-2012	11-02-2012	09:00PM - 10:00PM		PRIME FR9 (7043)						9	30					1			1	4,800	1	4,800.00
38	11-03-2012	11-03-2012	08:00PM - 11:30PM		COLLEGE FOOTBALL PRIME (7220)						9	30						1		1	2,800	1	2,800.00
39	11-04-2012	11-04-2012	07:00PM - 08:00PM		PRIME SU7 (7048)						9	30							1	1	3,500	1	3,500.00
40	11-04-2012	11-04-2012	08:00PM - 09:00PM		PRIME SU8 (7049)						9	30							1	1	12,000	1	12,000.00
41	11-04-2012	11-04-2012	10:00PM - 11:00PM		PRIME SU10 (7051)						9	30							1	1	6,000	1	6,000.00
42	11-05-2012	11-05-2012	08:00PM - 10:00PM		PRIME MO8 (7008)						9	30	1							1	10,000	1	10,000.00
43	11-02-2012	11-02-2012	05:00AM - 06:00AM		MORNING NEWS 5A MO-FR (6948)						8	30					1			1	1,000	1	1,000.00
44	11-04-2012	11-04-2012	12:00AM - 02:00AM		LF SUN MILLION \$ MOVIE (6974)						8	30							2	2	150	2	300.00
45	11-04-2012	11-04-2012	11:30PM - 12:00AM		LATE NEWS ACTION NEWS AT 1130P SA-SU (699						8	30							1	1	2,800	1	2,800.00

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Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
46	11-02-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30					2			2	650	2	1,300.00
47	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	2							2	650	2	1,300.00
48	11-02-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30					2			2	1,500	2	3,000.00
49	11-02-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30					3			3	800	3	2,400.00
M	MG Group #	Preempted	Rate Reason	MG Description		Duration											
	336507	11-02-2012	800 POLITICAL	1 X 30 @ \$800 S 06:00AM - 08:00AM - 11/03/12-11/03/12 (6997)	8	30						X		1	800	1	800.00
		Total:	800											Preempt Total:		-1	-800.00
50	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	2							2	800	2	1,600.00
51	11-02-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30					2			2	2,200	2	4,400.00
52	11-02-2012	11-02-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30					1			1	3,200	1	3,200.00
53	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00
														Contracted Gross Total:		90	194,100.00
														Actual Gross Total:		90	194,100.00
														Agency Commission:			29,115.00
														Net Total:			164,985.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Nov 12		800.00		800.00		194,100.00		0.00						194,100.00			
TOTAL		800.00		800.00		194,100.00		0.00						194,100.00			

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